

CHEMIST & DRUGGIST

INCORPORATING RETAIL CHEMIST

Britain's No1 Toothpaste!



Colgate runs rings around all other toothpastes!

Sangers to
reorganise

Refit for a
24 hour
pharmacy

Continuing their policy of committed support
to the chemists of Britain.

The chemists of Vichy introduce new Tinted Equalia.

It comes to your customers in a regular, 30ml size, and a 60p 5ml trial size. You get a dozen trial size tubes in the self-service counter carton illustrated below.

INCREASED PROFIT MARGINS

Since you now give your customers a little more, we have arranged for you to get a little more. By increasing profit margins on regular sizes of both natural and tinted Equalia.

In addition, a full scale advertising campaign begins this Spring in the top ten monthly women's magazines.

And there are consumer promotions planned from now right 'til Christmas.

Has there ever been a better time to be a chemist?



 **VICHY** SKIN CARE
At your chemist

Incorporating Retail Chemist

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A little light

We regret that this issue of *C&D* is not of the standard we would wish! Subscribers will by now be well aware of the industrial dispute in the printing industry which curtailed production of our May 3 issue and, regrettably, we are able to bring you this abridged edition only by going to press more than a week before it will be in your hands. We are, of course, hoping for an early settlement in the dispute and meanwhile regret the interruption to our service.

In the dark

Our cartoonist has been reading his newspapers, listening to the radio and watching his television recently. We hope that retail pharmacists have too, because they may otherwise have found themselves ill-informed concerning the launch of two new oral contraceptives. Surely it is time the pharmaceutical industry stopped treating its "breakthroughs" like soap-powders and started treating pharmacists like true professionals in the health team.

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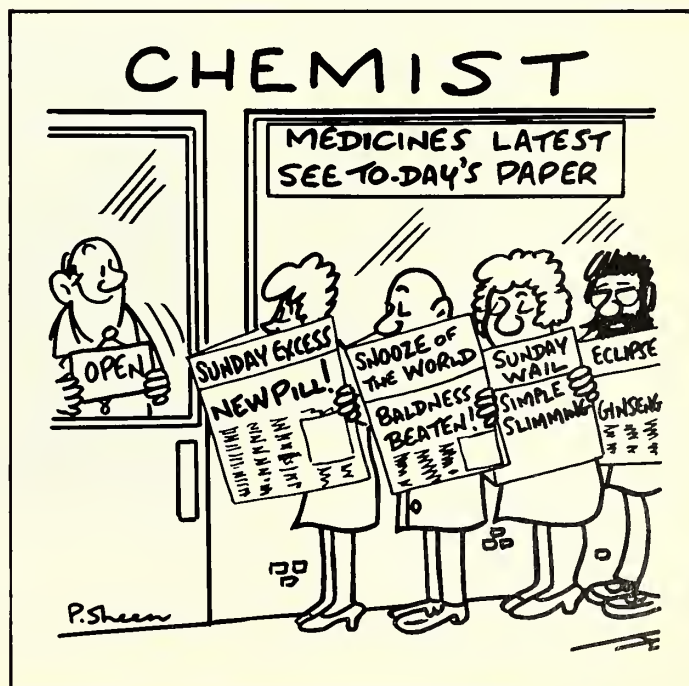
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Sangers re-group and rationalise wholesale depots

Sangers Group are re-organising their company structure entirely under the "Sangers" banner and are to carry out a major rationalisation of wholesale depots—from 27 to 14—with a twice-a-day service. The new operations will be as follows:—

Sangers Pharmaceuticals: This, the largest part of Sangers, is undergoing a major change in its operations designed to allow it to complete effectively in a changing market. The plans will enable the company to serve the country with fewer branches and at each branch someone will be introducing computer systems to provide "invoice with goods" and "live stock recording". Telephone facilities will be increased. "The result of the changes will mean wider and more readily available stocks at each branch; a faster and

more efficient response to customer needs; and a more efficiently managed business."

Sangers Opticians: After only three years in this business the optical company has expanded rapidly. It is profitable, and with 72 practices is the fourth largest optical business in the country.

Sangers Photographic: This company has grown to become the largest wholesaler of photographic equipment and materials in the UK, Sangers claim. "However, the market place in which it operates is changing—retailing patterns are changing and as a result of this we are examining our traditional wholesaling role. As a first step we have established a new sales and marketing organisation which is identifying and exploiting new areas of business."

Sangers Agencies: This recently established company, unique in Britain, will act as the exclusive agents in the UK for major British overseas manufacturing or marketing companies. It will offer clients selling, distribution, invoicing and marketing services, and their products—either in part or in full—initially, will sell to chemists, including Boots, drug stores and department stores. Later it may establish other agencies to sell through other channels. It will be complementary to the existing Castlereagh Agencies business in Northern Ireland.

Groceries: This Sangers business is confined to Northern Ireland, the main activity being distribution of food for the VG symbol group.

The fourteen depots—including some completely new and re-located—will be at Omagh and Belfast (Northern Ireland), "North-west", Llandudno, Bedford, "North London", Reading, Bristol, Mitcham, Maidstone, Bournemouth, Truro, Plymouth and Brighton.

We hope to bring readers more information on this change when printing difficulties are over—Editor.

Pussycat soothers withdrawn by Ashe

Ashe Laboratories have stopped selling the Maws Pussycat Soother and wish to withdraw those already in distribution. Retailers should remove from sale any Pussycat soothers in stock. These will be exchanged for Maws Cherub soothers by Ashe salesmen on their next visit.

The withdrawal is in response to an incident involving a Pussycat soother and a young baby. Ashe say it is thought that the soother was some weeks old and the latex bulb may have become weakened with age. They emphasise that mothers should follow the instructions on soother packs which, in Maw's case, includes the advice: "Inspect regularly. Throw away when worn or damaged".

Influenza vaccine policy confirmed for next winter

Duncan Flockhart & Co Ltd have confirmed that their promotional policy for influenza vaccines this coming winter will be to create prescriptions from GPs for Fluvirin, the surface antigen vaccine which has been shown to give rise to fewer systemic reactions.

Distribution for Fluvirin and Admune, the whole virus vaccine, will be through wholesale chemists for supply to retail pharmacies to meet prescriptions written by GPs. Only established industrial accounts will be serviced direct.

Both vaccines have been reformed this year to conform with WHO recommendations on antigenic content. Two distinct influenza A strains—H₃ N₂ and H₁ N₁—are circulating in most countries in addition to influenza B. Fluvirin will contain (per 0.5ml dose) A/Bangkok/1/79 (H₃N₂), A/Brazil/11/78 (H₁N₁), B/Singapore/222/79-like, each equivalent to 200 iu (10mcg haemagglutinin) adsorbed on to aluminium hydroxide. Admune (per 0.5ml dose) will contain 400iu (equivalent to 200mcg) of each of the above strains. The new vaccines are expected to be available September-October.

Recommendations

The company recommends that patients under 25 who have not had a vaccine containing H₁N₁ antigen in the past two seasons should have two doses of vaccine and that children aged 4 to 12 should have only the surface antigen

vaccine.

Fluvirin is said to have less potential for causing reactions because it contains the active antigens, haemagglutinin and neuramidase, and none of the viral core of protein and nucleic acid which is present in whole virus vaccines. The company suggested last week that next year Fluvirin may be formulated without aluminium hydroxide, which would enable it to be given by jet gun in mass vaccination. *Duncan Flockhart & Co Ltd, Birkbeck Street, London E2 6LA.*



A £1 million laboratory block was recently opened at Glaxo Operations UK Ltd's Montrose factory by the company's primary production director, Dr Ted Taylor. On his left is the factory manager, Mr Ronald Dodsworth. Commenting that it was a "magnificent building", Dr Taylor said that more important were the people who would work there: "The thing that matters is not buildings but people and the thing that will make Glaxo tick in the future is its people".

APPOINTMENTS

LRC Products Ltd have reorganised their salesforce. Eucryl, LR/Wright's and the hardware salesforces have been integrated to provide, "a more streamlined and efficient calling procedure". The company's customers will receive a single call from a representative carrying all LRC's lines. These include brands such as Marigold, Durex, Wright's soaps and Buttercup and Galloway's cough medicines. Each representative will cover a smaller area with fewer accounts to enable existing customers to receive more frequent calls.

Mr Peter Binstead is appointed national sales manager of the new salesforce and he will be responsible for England and Wales which has been divided into three sales regions under regional managers Mr Brian Jones (North), Mr Eric Worsdale (Midlands/West) and Mr Brian Arnold (South East).

A separate salesforce will operate in Scotland calling on retail outlets of all types and carrying all LRC's lines. This will be led by regional sales manager, Mr Maurice Sheppard and regional supervisor, Mr Ian Samson.

Unichem Ltd: Mr W. (Bill) Rucker, MPS, the proprietor of pharmacies in Plymouth and Buckfastleigh, has been invited to join the Unichem board. Mr Michael Frith, chairman, says that considerable note had been taken of Mr Rucker's "long and dedicated service to pharmacy". Mr Rucker, who qualified in 1959, worked for Boots, and later an independent pharmacist, before buying his own business. Over the past 20 years he has taken an active part in both the professional and business aspect of pharmacy, and has been for some years a member of the Devon Local Pharmaceutical Committee, and also served on the Plymouth NPA Committee. Last year he acted as secretary to the British Pharmaceutical Conference at Exeter. He also served in local government for six years holding a range of appointments, including that of Mayor of Buckfastleigh.

G. D. Searle & Co Ltd: Mr Ross Davies, has been appointed UK sales manager of the company's hospital division. He was previously southern regional sales manager. Other appointments include Mr Paul Delany as sales representative for Ireland, Mr Carl Lucas, as sales representative for the Mersey and North Western Regions and Mr Glen Norcliffe as sales representative for Oxford and Wessex.

Dragoco (GB) Ltd: Mr A. B. Burnham is appointed managing director, but retains his responsibilities for the company's fragrance division. Mr P. B. Thomason is now chairman of the British company in place of Mr C. H. Gerberding. Mr N. A. Smith is appointed company secretary and continues as chief accountant.

10 May 1980

TOPICAL REFLECTIONS

by Xrayser

All for money

Did you see the article which said that only three of the pharmaceutical wholesalers out of the many who currently attempt to serve us are likely to survive the cut-price war in the major league? Chill prospect for the firms who helped me in my early days and who were glad to give me four or five months credit in return for a reasonable share of the business. But then, we assumed that any business was good business and went to much effort to give good service, often to absurd lengths, in the name of goodwill.

Happy innocent days indeed when we knew our margins, and our contract was adequate. But now? I'll tell you plainly I'm getting a poorer and poorer availability on OTC lines and far from benefiting from the "bargain buys," or shareholder special deals, I find them too thin on the ground, with too small a spread to give me a competitive range of stock. It's come to the point where I am setting up my manufacturers' direct purchasing records again and welcoming the reps like old friends so I can compete on level terms with my nearby drug store (and the grocers of course). Delays in deliveries are a pain in the neck too, because you never know when you will get these special wholesaler's deals. I had one lot arrive a month after the order, by which time I had given up, forgotten it, and obtained the item direct.

The "ethicals" are fine . . . everyone has good stocks, but since mine is a 50:50 split business the thought of losing any of my local suppliers is deeply worrying, yet if I don't angle my "ethicals" to get the best discounts the viability of my pharmacy will be seriously jeopardised. It makes me swear when I do my books at the end of the month and see how we have let successive governments screw things up for us. Fine mess we've made of it!

Strip tease

I'm glad the NPA have been talking to the Association of the British Pharmaceutical Industry about the packaging of tablets and capsules in strip and blister packs. Not all that long ago I rebuilt my dispensary with nice Formica-faced shelves, custom-made. Everything was measured and planned and I was delighted with the improvement in appearance and ease of working. But these big boxes with only 100 tablets! I've had to do a rethink and set up a whole section for cartoned drugs, which breaks the logic of my layout, particularly when I have the product in both packaged and loose form. I find, too, that I am being left with curiously-shaped cut-outs because the scripts call for quantities other than the packs. I endorse the scripts with claims for the balances and assume that I shall be paid in full for the broken packs. Progress, I suppose?

Wash out your mouth

I remember my first mouthwash, for I was young, and with an empty brain just waiting to be filled up with memorable experiences, and the early traumas still loom large. It happened when Grandma heard me chasing my young brother and calling him some name, not really understood but which offended her Scots sensibilities on the Sabbath. I was invited to the scullery where I underwent the experience of having my unwilling jaw held open while a rough old toothbrush with carbolic soap cleansed the offending mouth. Today we give ourselves of the pleasure of freshening our mouths voluntarily with a growing range of cosmetic washes, or so the manufacturers would have it, for Unicliffe are joining the clan of mouth washers. I wish them luck, but if my sales of Reply are anything to go on, they are in for a thin time. Listermint sales have slowed down; Reply sales, apart from the introductory offer, just didn't happen, and I can't honestly see many of my customers so insecure about their breath that they are going to lose sleep or friends until they have bought the latest. My impression is that money is a bit too tight for such novelties.

Chemist & Druggist 765

PRESCRIPTION SPECIALITIES

SORBISLO capsules

Manufacturer Rona Laboratories Ltd, Cadwell Lane, Hitchin, Herts SG4 0SF

Description Clear, pink capsules filled with white to light yellow pellets. Each capsule contains isosorbide dinitrate 20mg in a timed release formulation which provides a prolonged therapeutic effect

Indications Coronary vasodilator. For the prophylactic treatment of angina pectoris

Dosage Should be adjusted according to the response obtained by the individual patient and the severity of the original pain. The recommended dose for most adult patients is one capsule two or three times daily. Two capsules twice or three times daily may be necessary in severe cases. There is no recommended dose for children

Contraindications Idiosyncrasy to isosorbide dinitrate

Precautions Intra-ocular pressure is increased, hence care must be taken in administration to patients with glaucoma. Tolerance may occur. The safety of nitrates during the acute stage of myocardial infarction is not established

Side effects Cutaneous vasodilatation with flushing. Headache, dizziness and weakness may occur and are usually controlled by reducing the dose; analgesics may be useful in controlling headache. Isosorbide dinitrate can act as a physiological antagonist to noradrenaline, acetylcholine, histamine and other agents

Shelf life Two years

Packs 100 (£5.95 trade)

Supply restrictions Pharmacy only

Issued May 1980

ANXON capsules

Manufacturer Beecham Research Laboratories, Great West Road, Brentford, Middlesex TW8 9BD.

Description Dark pink/light pink capsules containing either 15mg or 30mg ketazolam overprinted with "Anxon" and the strength

Indications Treatment of anxiety, tension, irritability and similar stress-related symptoms. Anxon also possesses muscle-relaxant properties and may be used in the management of spasticity associated with conditions such as spinal cord trauma, cerebrovascular accident and multiple sclerosis

Dosage For most adult patients treatment should commence with a single dose of 30mg, taken before retiring. The effective dosage is usually in the range 15-60mg per day, taken either as a single dose before retiring or in divided doses. When treating elderly or debilitated patients, for example those with cerebral disorders or cardiorespiratory insufficiency, a reduced dosage should be used initially until tolerance and efficacy have been assessed. Insufficient data

is available to recommend the administration of Anxon to children

Precautions Patients undergoing therapy with centrally active products should be periodically reviewed and the usual precautions when prescribing benzodiazepines should be observed. Anxon may potentiate other centrally acting drugs such as alcohol, tranquillisers, anti-depressants, hypnotics, analgesics and anaesthetics. Patients should be warned to exercise care when driving or operating heavy machinery, since drowsiness and modification of their reactions may occur depending on dosage and individual sensitivity. Usage cannot be recommended during pregnancy, labour or lactation

Side effects Daytime drowsiness has been reported

Packs 100 (15mg £6.56, 30mg £10.25 trade)

Supply restrictions Prescription only

Issued May 1980

LURSELLE tablets

Manufacturer Lepetit Pharmaceuticals Ltd, Meadowbank, Bath Road, Hounslow, Middlesex, TW5 9QY

Description Plain, white, non-coated tablets containing probucol 250mg. One face is imprinted "Lurselle"

Indications Ancillary therapy to diet for the reduction of elevated serum cholesterol in patients with hypercholesterolaemia, or in patients with combined hypercholesterolaemia and hypertriglyceridaemia where levels of cholesterol are a cause of concern

Dosage For adults, two tablets of 250mg twice daily with the morning and evening meals. Safety and effectiveness in children have not been established

Contraindications Use during pregnancy is not recommended. If a patient wishes to become pregnant, Lurselle therapy should be withdrawn and birth control procedures continued for at least six months (due to the persistence of the drug in the body for prolonged periods). Some of the drug is excreted in the milk and it is recommended that nursing mothers should not be treated with Lurselle

Precautions Before beginning therapy an attempt should be made to control elevated serum cholesterol by appropriate dietary regimens, weight reduction and the treatment of any underlying disorder which might be the cause of the hypercholesterolaemia. Serum cholesterol and triglyceride levels should be determined frequently during the first few months of treatment and periodically thereafter. A favourable trend in cholesterol reduction should be evident during the first two months and by the sixth months an assessment of whether adequate reduction is being attained should be made. Discontinuation of treatment is usually

followed by a gradual return of cholesterol to pre-treatment values. If a marked sustained rise in serum triglycerides occurs, consideration should be given to improving dietary compliance, alcohol abstinence, further restriction of calories or adjustment of carbohydrate intake. If hypertriglyceridaemia persists, Lurselle should be discontinued

Side effects Diarrhoea (occurs in about one in ten patients), flatulence, abdominal pain, nausea and vomiting are the most common. These reactions are usually transient and seldom require discontinuation of therapy. Angio-neurotic oedema has been observed at a frequency of less than one in 500 patients and a single hypersensitivity reaction with dizziness, palpitation and syncope has been reported

Packs 120 tablets in blister strips (£13.40 trade)

Supply restrictions Prescription only

Issued April 1980

AFRAZINE nasal spray, nose drops and paediatric nose drops

Manufacturer Kirby-Warrick Pharmaceuticals, Mildenhall, Bury St Edmunds, Suffolk IP28 7AX

Description *Nasal spray/nose drops*—each ml contains oxymetazoline hydrochloride 0.5mg in a buffered aqueous solution. *Paediatric nose drops*—oxymetazoline hydrochloride 0.25mg in 1ml

Indications The relief of nasal congestion associated with a wide variety of allergic and infectious upper respiratory tract disorders. Afrazine has a sympathomimetic action that constricts the smaller arterioles of the nasal passages, producing a decongestant effect for up to 12 hours

Dosage Two-three sprays or drops into each nostril, with the patient in the lateral head-low position, in the morning and at bedtime. The paediatric drops should be used for children 2-5 years old. It is advisable for young children to lie down with the head low and to one side

Precautions Should be used with extreme care in patients who are receiving MAO inhibitors. Should be used with caution in patients with coronary artery disease, hypertension, hyperthyroidism or diabetes mellitus. Continuous use is not recommended for longer than two weeks

Side effects Burning, stinging, dryness of nasal mucosa, sneezing, headache, light-headedness, insomnia and palpitations may occur

Packs 15ml. Spray/drops £0.76 (£0.44 trade) Paediatric drops £0.69 (£0.40 trade)

Supply restrictions Pharmacy only

Issued May 1980

Continued on p769



Shoplifting costs the average chemist £1,700 a year.

Miniscan costs £299.* Just once.

Miniscan is a complete, ready-assembled closed circuit television system which has been specially designed to combat theft in small shops.

At Ascotts it costs just £299 (plus VAT), literally, a real breakthrough in the video security market.

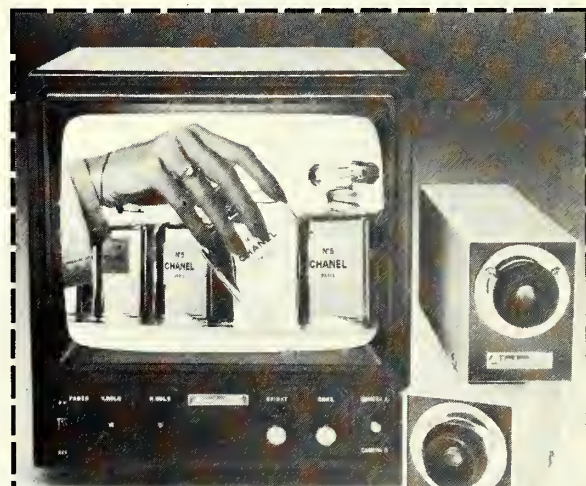
It gives you two sharp-eyed cameras linked directly to a 9" screen television monitor. With built-in camera selection switch.

The whole system can be installed in a matter of minutes by anyone who can use a screwdriver.

Miniscan is available from Ascotts Video, one of Britain's leading video companies. For more details, just complete and post the coupon.

ASCOTT'S VIDEO

Miniscan Security System for small shops



Please send me details of
Ascotts Miniscan Security System.

(PLEASE USE BLOCK CAPITALS)

NAME _____

COMPANY _____

ADDRESS _____

NATURE OF BUSINESS _____

INVERNESS SHOOTS A HOLE IN YOUR DOUBTS ABOUT PIERCING EARS

If for any reason you are reluctant about piercing ears, prepare to have your reservations cancelled.

The Inverness Ear Piercing System is the one method that both customer and you can feel confident about.

The instrument, the 100% sterile earring cassettes, the elegant kit itself, have all been designed to produce fast and painless piercing with disposable capsules which eliminate the risk of infection.

The method is so simple and so quick that in one

automatic action the ear is pierced and the earring inserted.

And when you're not reaping profits in excess of 200% with the Inverness Ear Piercing System, the entire kit and kaboodle tucks away in about as much space as a large dictionary. That's it.

If you have any questions for which you would like answers don't hesitate to pick up the 'phone or send in the coupon.

Please send me the Inverness brochure ☐

Please ask a representative to telephone me to arrange a No Obligation demonstration ☐

Name.....

Address.....

Tel. No:.....

L.M.



INVERNESS
Automatic Ear Piercing

LOUIS MARCEL LTD.
12 Bexley Street, Windsor, Berks. Tel. Windsor 51336

Challenge offer by Goya International

A Cedar Wood promotion announced by Goya International Ltd centres around the current "Sporting Sensation for Men" theme of the brand and football has been selected as the sport highlighted in the competition. Trevor Francis will be featured in all promotional activity, which will include a national Press advertising campaign and special display material.

The competition central to the promotion offers a first prize weekend trip for two with the "Super Sports" party, hosted by Jimmy Tarbuck, with guest celebrities from the world of soccer and showbusiness, to see the European Nations cup final in Rome on June 22. Trevor Francis will present the prize.

This "weekend for two" prize will be awarded to the competitor who correctly selects the most sensational goal scored in the home internationals (as judged by Trevor Francis, in his professional capacity as a Nottingham Forest and England striker) and then writes the most apt and original headline to describe it.

Each consumer who correctly selects the most sensational goal will receive a share of £5,000.

Entry to the competition will involve filling in a simple grid on an entry form, available either from Cedar Wood stockists or in the national Press advertisements. Each entry must be submitted with proof of purchase by May 31.

The supporting national Press campaign will feature a photograph of Trevor Francis as well as a competition entry form. Coverage in national daily and Sunday Press will be scheduled to coincide with Press reports on the home international matches featured in the competition.

Special Cedar Wood merchandiser units and shelf strips with holders will carry the competition leaflets, making these entry forms available through most leading chemists and department stores. Trevor Francis will present the first prize on June 7 in London. *Goya International Ltd, 161 New Bond Street, London W1Y 0LN.*

C & G promotion

Cow & Gate Ltd are mounting a consumer promotion over the next five months, involving their complete range of products—milks, meals, rusks and syrups.

Running until September 30 the promotion offers mothers a package of free benefits including the opportunity of obtaining a PVC-coated cotton nursery bag, a babyfeeding wall chart, a 108-page "Cradle days" booklet full of useful information and a voucher worth 30p off the next purchase of any four Cow & Gate baby meals. To obtain the free items, the mother has to collect and send to a nominated address 40 proofs of purchase from at least three of the following Cow & Gate products—milks, strained meals, junior meals, rusks or syrups.

Details of the promotional offers are described on inserts in milk packs being sent to stockists during the first few weeks of the promotion. The promotional package is also being supported by point of sale material including tear-off application leaflet pads, show cards, poster boards and window stickers. *Cow & Gate Ltd, Trowbridge, Wilts.*

Mijex spray

Mijex repellent spray is now available in a pump-action, measured dose non-aerosol spray. Coming in a white 60ml bottle, the spray contains 20 per cent diethyltoluamide as the active ingredient.

Vanilla flavoured Simbix

Simbix have added vanilla to their Meal-in-a-glass range (£0.77). Ashe Laboratories explain that with a sales increase of over 30 per cent during 1979, they felt the momentum could be continued by offering the consumer a fourth choice. They will continue with above-the-line advertising and for an introductory period to the end of June, the vanilla flavour will be available with a consumer offer pack containing 300 Biscoffs slim-sweet tablets. POS material will be available. *Ashe Laboratories Ltd, Ashetree Works, Kingston Road, Leatherhead, Surrey.*

Poly hair prices

Old packs of Polyblonde, Polycolor and Polytint should still retail at £0.99 while the new packs retail at £1.25. Old packs of Poly setting lotion are still at the old price of £0.25 and £0.64, while the new ones, which are of a different sizing, are £0.49 for the 50ml size and £0.79 for the 100ml size and not as stated in the May C&D Price List. *Halls Hudnut, Woodside Avenue, Eastleigh, Hants.*

PRESCRIPTION SPECIALITIES

Cox generics

The following products are now available from Arthur H. Cox: co-trimoxazole tablets BP (250, £14.85 trade), dispersible co-trimoxazole tablets BP (250, £14.85 trade) and frusemide injection BP 10mg/1ml in 2ml ampoules (25, £5.17 trade). *Arthur H. Cox & Co Ltd, Brookside Avenue, Rustington, West Sussex BN16 3LF.*

Wander drop lines

Wander Pharmaceuticals will be discontinuing Belladonal and Belladonal Retard tablets from July 1. Remaining stocks of Femergin injection are now exhausted and no further orders can be met. *Wander Pharmaceuticals division, Sandoz Products Ltd, PO Horsforth Box 4, Calverley Lane, Horsforth, Leeds.*

Triocos colour

Future supplies of Triocos syrup will be clear and colourless instead of pale yellow due to the removal of tartrazine from the formulation. *Wander Pharmaceuticals division, Sandoz Products Ltd, PO Horsforth Box 4, Calverley Lane, Horsforth, Leeds LS18 4RP.*

The makers say that the average aerosol contains 60 per cent propellant and claim that their 60ml bottle is equivalent to a 150ml aerosol. *J. Pickles & Sons, Pickles House, Knaresborough, N Yorks.*

Rubinstein activity

Sun Sparks, summer shades for the lips and nails, will be available from Helena Rubinstein in June. The shades available for both lips (£1.85) and nails (£2.10) are solar red, red sparks and astro violet.

Also available from Rubinstein are two new products which have been added to the Golden Beauty range. Golden Beauty rapid tanning oil (125ml, £4.25) is described as a clear, amber sunbathing oil for skin that tans easily. The oil has a sun protection factor of two and contains sufficient sunscreens to guard against burning without discouraging maximum bronzing.

Pre-melanin after-sun balm self-tanning (125ml, £4.25) is a cooling lotion to replenish moisture lost during sunning and is said to contain a self-tanning agent to enrich and even out the tan. *Helena Rubinstein Ltd, 76 Oxford Street, London W1A 1EN.*

Irish distribution

Original Additions (Beauty Products) Ltd have appointed Gold Hair Care Ltd, Portadown as distributors in Northern Ireland, and Christie & Co (Ireland) Ltd, Dublin, as distributors in Eire. *Original Additions, 29 Smith Street, London.*

Competition increases despite escalating air-time costs

The latest TABS report produced for C&D covers an eight-week period (January 9 to March 4) and comprises a Top 20 campaign for the period. The results are as follows:

Johnson's cotton buds	64
Dettol	61
Andrex toilet tissues	59
Wrigleys spearmint	59
Imperial Leather soap	58
Ovaltine	58
Philishave	57
Marmite	57
Kleenex toilet tissues	56
Ribena	56
Galloways cough mixture	54
Lemsip	54
Cow & Gate baby foods	54
Shield toilet soap	54
Savlon antiseptic	53
Vick Medinite	53
Silvikrin shampoo	53
Horlicks	52
Atrixo lotion	51
Dixel toilet tissue	51
Farleys rusks	50
Tunes	50
Wrigleys Orbit	50
Kleenex Super 3	50
Avon cosmetics	50

A score of 50 is regarded as high, 81 is the highest ever and 30 is low.

The period covered includes the end of some campaigns for essentially winter products such as coughs and cold remedies but also the start of some major new spring campaigns.

Thus although there are some old favourites still performing well, there are some interesting newcomers and evidence of the intense competition in certain product fields.

An example is the Cussons Imperial Leather campaign which, taking advantage of the traditionally slack television advertising immediately after Christmas and early in the New Year, achieved third place in the list of commercials. The company subsequently claims to have regained brand leadership. Shield, which only achieved eleventh-equal place in the TABS measure is, however, disputing this claim.

The Andrex campaign continues to perform well, slightly ahead of Kleenex but the Dixel campaign, featuring Little and Large, just got into the Top 20 list.

Dettol is also doing well, closely followed by Savlon; Ovaltine is slightly outperforming Horlicks, and Cow & Gate is similarly leading Farleys rusks; Philishave continues to perform well with its heavy television spend which it will need to continue to do against the forthcoming Braun and Ronson spring campaigns.

A major problem facing all television

advertisers, and especially the smaller ones, is the escalating cost of television air-time coupled with unprecedentedly low ITV audiences. For example, while ITV's national advertising revenue in February was 56 per cent higher than in the same month last year, their share of the audience slumped to its lowest level for ten years (apart from the immediate poststrike months) capturing only 47 per cent of viewers' total hours.

The result is that leading advertising agencies are predicting that in March the year-on-year cost may increase on average by no less than 60 per cent. Effectively this means fewer housewives will see a given commercial and less often. Consequently commercials must work harder and be more effective in attracting viewer interest. *Television Advertising Bureau (TABS) Ltd, 12 Greek Street, London W1V 5LE.*

Sprinkle Sweet push

A four-page colour supplement in *Slimming* magazine will form part of the advertising campaign for Sprinkle Sweet, Hermesetas' granulated sweetener. The supplement will occupy the centre section of the May/June issue and will be reprinted to form part of a consumer's recipe service. An additional leaflet giving cooking hints and recipes has also been prepared and the pack will invite purchasers to write in for recipes, which will be sent free of charge.

An advertising campaign in the women's Press is also planned. This will emphasise the similarity of Sprinkle Sweet to sugar in that spoon for spoon it gives equivalent sweetness but has 90 per cent less calories. Television commercials in the Anglia area are planned, using twins to emphasise the comparison with sugar.

Sprinkle Sweet is based on a formula containing maltodextrin, tribasic citrate and sodium saccharin. One level 15ml tablespoon weighs 1.5g and contains six calories. *Crookes-Anestan Ltd, PO Box 94, 1, Thane Road West, Nottingham.*

In-store activity

From now until June 16 Unipharm are offering chemists four free cans of Slimgard for every three dozen ordered. For every six dozen Slimgard ordered, 12 free cans will be available in the three flavours.

In addition, Unipharm will provide a demonstrator to organise a one-day, in-store demonstration and sampling to chemists who order six dozen or more. *Pharmagen Ltd, Runcorn, Cheshire.*

L.A. perfume from Max Factor

Max Factor are to introduce a new perfume in June. L.A. (as in Los Angeles) is described as being for the girl who would "ski in the mountains, swim and surf in the ocean or go dune-buggy in the desert".

Described as a "floral fantasy of rose, carnation, hyacinth, and jasmine combined with an extravagant champagne top note," the perfume is claimed to be able to "transform your life".

The L.A. fragrance collection comes in burgundy packs with a silver L.A. logo and comprises spray cologne (30g, £3.60; 60g, £5.40), cologne (55ml, £4.85), perfume (24g, £5.85) and talc (100g, £1.65). *Max Factor Ltd, 16 Old Bond Street, London W1A 3AH.*

Ulay display

Oil of Ulay are currently running a window display competition in which five first prizes of Royal Worcester teapots worth £100 each will be awarded. For the "Share a secret" display, which is open to chemist assistants, an Oil of Ulay showcard, display cloth and pink rose are available for display purposes. The winners will be able to spend a day at the Worcester pottery, all expenses paid, and select the tea service of their choice. Fifty runner-up prizes comprise Royal Worcester rose holders. The competition runs until June 27.

A promotional unit headed "Share the secret of Oil of Ulay" will be available to encourage existing users to nominate a friend for a complimentary 30ml trial size bottle.

Leaflets with the "Gift for a friend" voucher inside, plus skin care tips, are available with the unit. *Richardson Merrell Ltd, Slough, Berks.*

Clearine promotion

Optrex are planning a considerable increase in the advertising and promotion budget for Clearine eyedrops. A campaign in national newspapers will run throughout the year, concentrating on the benefits of Clearine for reddened eyes caused by hay fever, swimming, colds and hangovers.

This increase in promotion is aimed at capitalising on expected further growth in the eye care market, currently estimated to be worth over £4 million a year. In 1979 the OTC eye care market expanded by 25 per cent in sterling terms and 11 per cent in units. The eye drop sector was the most dynamic, expanding by 34 per cent in sterling and 17 per cent in units. *Optrex Ltd, City Wall House, Basingstoke, Hants.*

Bottle feeding takes a turn for the better.

At some time or other every mum has wished for a method of controlling the flow of bottle feeding.

Now Griptight have developed a simple and ingenious way of satisfying babies ever changing appetites and feeding requirements.

It's done with a special Variflo teat. This has an oval hole so that when the bottle is rotated through 90° the flow can be regulated.

And Griptight's understanding of babies feeding doesn't stop there.

The range of teats from Newborn through Freflo and Variflo develops through all stages of feeding.

Used with hygienic Freflo polycarbonate bottles, feeding becomes more satisfying and enjoyable.

We're getting the message over to more mums than ever before with full pages in all the mother and baby magazines.

So stock early, your sales are bound to take a turn for the better too.

NURSERY

by Griptight.

Little things mean a lot.

Lewis Woolf Griptight Ltd., 144 Oakfield Road, Birmingham B29 7EE. Tel: 021-472 4211.



Our Slender war on

Prepare yourself for a fresh assault on the Slender front.

Spearheaded by the latest addition to the range, the new 6-day Diet Plan pack.

It sounds a mouthful, but for weak-willed slimmers it could mean salvation.

The diet itself is cushy enough.

There's a different flavour to try each day, including new Slender & Bran.

We've even suggested some evening meals they can wolf down without dodging the calorie count.

Yet after just 6 days, they'll have around 4lbs less to show for it.

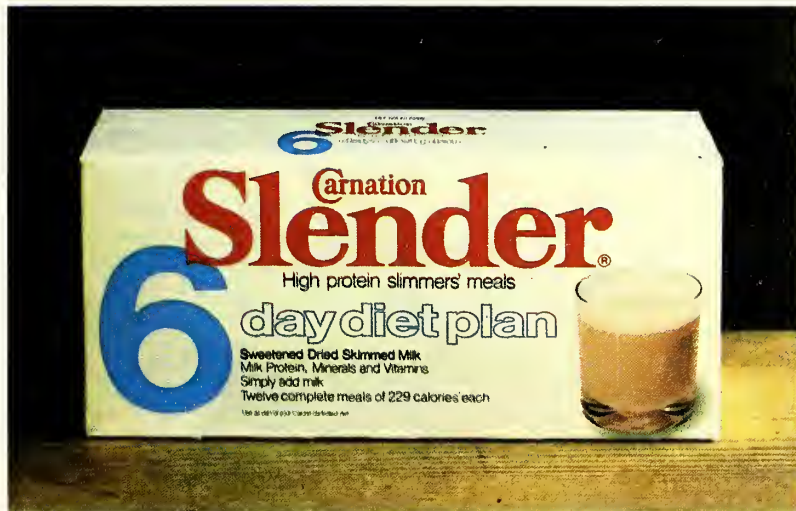
6-day weight.

For this disappearing trick, thank our new high-protein formula. It's bumped Slender's protein content up by 50%.

Without even nudging the calorie content. Now we're about to break the good news with £1/2 million's worth of T.V. advertising and full colour, double page spreads in all the slimming magazines.

Come on.
Help us turn
those extra lbs into
extra £££s.

Carnation



COUNTERPOINTS

Tudor offer 60p off D&P in effort to gain volume

A national Press advertising campaign will feature "60p off" developing and printing coupons redeemable at Tudor dealers participating in a pre-season promotion, "aimed at winning Tudor new volume D&P business for the 1980 season." As the discount is offered off Tudor as marked on dockets in-laboratory, Tudor say it is effectively "shared" by laboratory and Tudor dealers.

The £50,000 campaign will start on May 3 and run through to the end of June, with advertisements appearing in the *Sun*, *Daily Mirror*, *Daily Mail*, *Daily*

Express, *Daily Star*, *News of the World*, *Sunday Mirror* and *Sunday Express*.

The company is also offering a free MD811 "credit card" calculator with every six calculators ordered, along with new POS material.

Tudor's own-brand "budget" cassettes are now available and come in C60 (£0.55) and C90 (£0.75) sizes. Both these cassettes and the super dynamic "up-market" models are available with POS units holding 30 cassettes. *Tudor Photographic Group Ltd*, 3032 Oxgate Lane, London NW2 7HU.



The Tudor message at POS, promoting a recently announced free D&P offer on 110 outfits—display is available on minimum order of five models

A FEW WORDS MORE FROM CARNATION CORN CAPS.

aorta
potion
sprain
tannic

There's still time to enter the FREE Carnation word competition. Just make up as many words of 4 letters or more out of the phrase CARNATION CORN CAPS — like those shown above and those in last week's "Chemist & Druggist." You could win a luxury holiday for two in Paris or a splendid runner-up prize.

If you have missed your entry form ask your local representative or write to:

Cuxson Gerrard & Co (Dressings) Ltd
Oldbury, Warley, West Midlands B69 3BB.
Telephone: 021-552-1355

Colourcare push

Two competitions are among the Colourcare promotions scheduled for the coming year.

The first will run throughout June with customers required to estimate the number of Colourcare film boxes piled on the bonnet of a car which will be first prize. The September competition has a luxury holiday as main prize.

Colourcare are also running another child photographic competition from July to September, with the theme "The delights of childhood". POS material will be supplied and a number of special offers will be running. During May customers ordering a 5 x 5in or 5 x 7in enlargement will get an additional print fee.

A sales incentive scheme for Colourcare dealers will run until October 31. It sets dealers a sales target figure, with a prize as a reward. *Colourcare, United Photographic Laboratories Ltd*, The Maltings, Fordham Road, Newmarket, Suffolk.

Kodak choice

Kodak are now offering a choice of paper surfaces—lustre lux and glossy—only on their most popular negative film sizes: 126, 135 (full frame), 110, 120-12 (2½ sq in). From all other negative sizes, prints and enlargements will only be available the lustre-luxe surface, as will selective enlargements.

They have also announced a new price structure for amateur equipment repairs—"which eliminates the need for dealers to ask for estimates"—and an up-dated price list for colour processing. *Kodak Ltd*, PO Box 66, Hemel Hempstead, Herts.

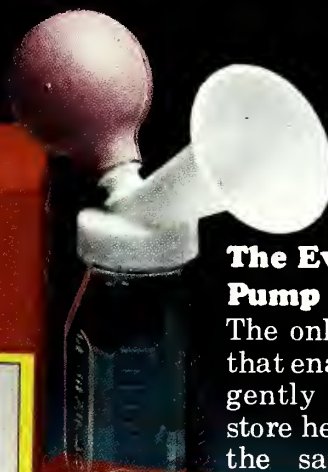
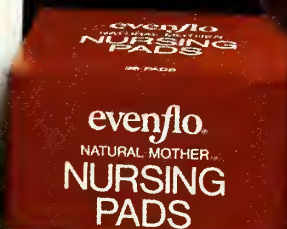
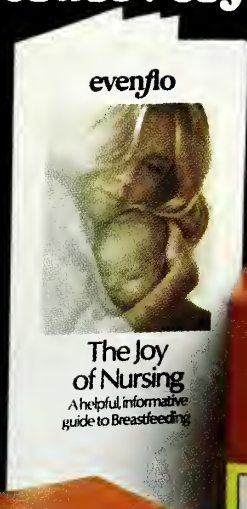
Now Nationally Available Through Major Wholesalers

Breastfeeding:

All you'll need and need to know
exclusively from Evenflo.

"The Joy of Nursing"

This informative booklet explains everything from preparation of breasts during pregnancy to weaning. It provides the nursing mother with a truly practical guide to successful breast feeding. Send for it today.



The Evenflo Breast Pump Kit

The only breast pump that enables mother to gently express and store her milk right in the same container. And that's convenient!



The Evenflo Nipple Shield

If occasionally sore nipples develop this soft, pliable shield fits over the breast allowing mother to nurse without discomfort.

Evenflo Breastfeeding Set

Contains all the items essential to a comfortable, convenient breast-feeding experience. (Contains all items illustrated on this page).

Evenflo Breast Cream

A rich, lanolin-based cream to condition and soothe nipples - helping prevent soreness. Begin using six weeks before delivery and continue while nursing.

Evenflo Nursing Pads

Specially designed and contoured for a smooth fit and extra comfort. 19 highly absorbent layers and a moisture shield helps keep mother and her clothing dry.

Mother, Baby,
evenflo

We go together. We grow together.

For your copy of "The Joy of Nursing", send this coupon along with stamped self-addressed envelope to

Evenflo Ltd.,
36 Acton Street,
London, W.C.1.
01-837 9186

Name _____

Address _____

Post code _____

Telephone No. _____

NEW from e



e hit-making TCP label



Guaranteed beautiful movers

MINTGARD* the fresh, mint-tasting antiseptic mouthwash in shapely 200 & 400 ml. bottles – from the makers of TCP.*

MINTGARD promises to be the growth brand for retail chemists in 1980. A nationwide, blockbusting T.V. and Radio campaign breaks early June with £500,000 advertising support in six months.

Be on your MINTGARD and make sure you get your share of this new business.

Ask your Unicliffe territory manager for details of the LAUNCH BONUS!

MINTGARD –
a Unicliffe product

Shop refit upgrades customer appeal for 24-hour pharmacy

When Mr K. R. Patel, MPS, acquired what is now the only remaining 24-hour chemist's business in London, it was not altogether surprising that he should be majoring on prescriptions. Known as Bliss, the old-established pharmacy is located in Willesden Lane, Kilburn—which can certainly not be described as a High Street site.

Yet Mr Patel had a perceptive eye for its business development potential. Realising that the 24-hour service had a powerful convenience appeal, he strengthened it by streamlining the dispensing operations and ensuring adequate pharmacist and dispensing staff to cope with the peak periods, particularly during the hours of highest concentration between 6pm and 10pm. In this way he cut the maximum time for any prescription to three minutes and achieved a volume of 12,000 to 15,000 scripts per month.

Counter sales build-up

But for Mr Patel this was only the start: he also wanted to build up counter sales, particularly in perfumes and cosmetics, where higher mark-ups could make a bigger contribution to profit expansion. Although he already had the main agencies he required to offer the right merchandise, he could not properly capitalise on them.

The main obstacle was the shop itself. Old-fashioned and outdated, it had a dull and uninteresting appearance, and its physical layout made any improvement in merchandising very difficult. With its jumble of unrelated display fittings and equipment, its old cabinets and counters, upmarket improvements in product presentation were well-nigh impossible.

In short, what was basically required was a totally new image which would upgrade customer appeal for OTC sales while facilitating the growing NHS turnover. After some 18 months of operating

Structural alterations have been made to open out the interior and enlarge the sales area.



The dramatic effect at night which is achieved by the use of modern illuminated lettering for Bliss, Willesden Lane, Kilburn.

in the old-style environment, Mr Patel called in Dollar Rae, to help him solve his problem. He had already seen what they had done for the Auckland pharmacy in Finchley, and decided that their image transformation there was akin to the solution he sought.

Following the initial survey and analysis of Bliss's sale requirements, Dollar Rae's first move was to make structural alterations that would open out the interior and enlarge the sales area. They removed two walls that were breaking up the area, and extended the sales area into what had formerly been storage premises. In this way the sales area was expanded by 200 sq ft to a total of 1400 sq ft. Just as important, it resulted in a much more open interior, allowing customers an almost unimpeded view of the surroundings.

Of the now-improved L-shaped sales area, one leg was devoted entirely to perfumes and cosmetics and the other to medical products, baby foods, toiletries and giftware. The only structural obstacles that remained on the sales floor

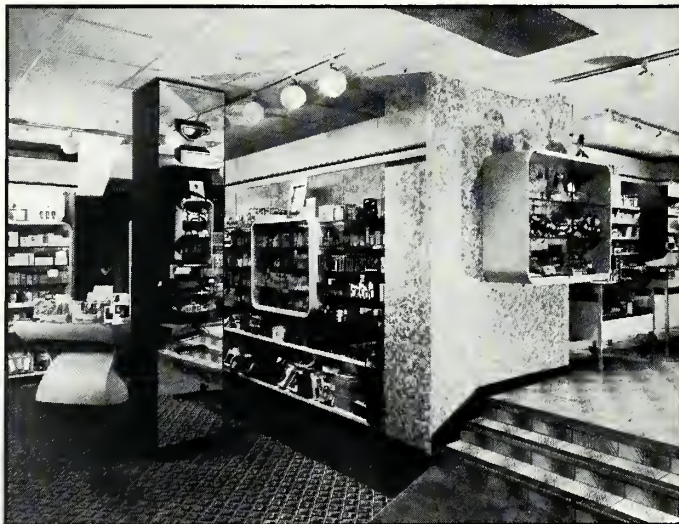
were two supporting pillars. One of these was largely disguised by display furniture, giving a central island which, only four feet high, remained below eye level. The rest of the pillar was clad in pale green suede. The other pillar was covered in plum suede, with a front-facing mirror surface bearing the name "Bliss".

Softness and femininity

These coverings were chosen to merge with the various colour combinations and fabrics used in the new design and decor. To produce an atmosphere suggesting softness and femininity the colours were predominantly shades of pink, plum and green. A foil covering, specially imported from America, was used to cover exposed wall surfaces. Its mixture of pink, silver and cream colours gave an impression of marble. This was softened by the suede and silk fabric coverings on the furniture units, and the specially woven carpeting which, in the perfumery area, was patterned in pink and pale and dark green, and in the toiletries and

Continued on p780

An imported wall covering gives an impression of marble, softened by suede and silk fabric coverings on the furniture units.



The first big splash of 1980.



New pack. New formula. New advertising.
Radox Salts is set to make an even bigger splash in a £35m market

Over 25 years ago, Radox Salts opened up the bath additive market. Today, with over 50% of salt sector sales, it's still undisputed brand leader of the total market. And new developments are designed to increase its massive market share. To start with, the pack has been re-designed, incorporating all the advantages of its traditional elements while appealing to a modern, younger market.



Richer in herbs and mineral salts

All the things that made Radox Salts so popular in the past have been increased in good measure. Proportions of herbs and mineral salts have been raised. And the

fragrances have been improved – fresher, and more appealing to today's taste.

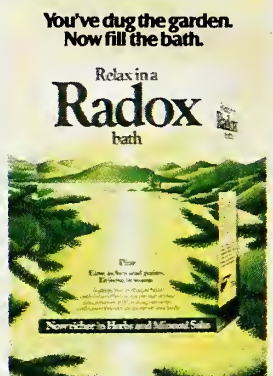
Thousands of strategically sited posters

From March through June, Radox Salts are being promoted in an eye-catching 'toiletries special' poster campaign. Thousands of these posters will be sited near chemist outlets. And they'll be delivering the Radox message all day long to shoppers passing by your window.

Now doesn't all that add up to the most relaxing news this year?

Nicholas

Pharmaceuticals, Toiletries
 Hospital Supplies
 Radox is a trade mark



Nicholas-Number 1 at bathtime

Bliss refit

Continued from p778

giftware departments remained a self-coloured dark green.

In the pharmacy section the floor covering consisted of Italian ceramic tiles in a biscuit shade, patterned with green lines. This was felt to be more practical for the area of greatest customer traffic and prescription sales, where carpeting would not withstand constant tramping and the dropping of litter.

Illuminated canopy

The wall backing for the medical and toiletries sections took the form of gold and green hessian linked by a continuous illuminated wall canopy in dark green with a light green graphic line.

Other forms of lighting were fitted into the suspended ceiling. This included silver specular louvre units embedded in the ceiling, which also contained flush tracks carrying spotlights to highlight selected merchandise. Built into the ceiling, too, was equipment to provide background music throughout the shop. Also as part of the ceiling equipment was part of the security system installation which allowed complete monitoring of the shop by means of strategically placed television cameras. These were linked to a viewing screen in the dispensary, thus enabling the pharmacist to maintain visual control of any area and to decide where and when more assistants might

be required in the shopping area.

A feature of the shop which imposed a high price in terms of scarce wall space was the large area eaten up by the extensive front window. To add to the wall area one window section was mirrored, rendering it opaque, allowing it to be used for wall display units inside. Another window section was decorated with graphics consisting of strips of green and gold. These graphics were carried across the front entrance and the rest of the shop frontage. The shop fascia was coloured pale green with a textured finish. Above the main door an illuminated box displayed in distinctive logo style the words "Bliss Chemist".

These distinctive design features and colours were incorporated in the design

of all the shop's other promotional material—letterheads, invoices, carrier bags. Uniforms specially designed for staff, also carrying through the design theme, consisted of pale green blouses and dark green skirts, with accompanying neckerchiefs. They also bore the graphic lines and the word "Bliss".

Although the changes to the old Bliss shop were radical and extensive, the contract work on site only took a month to complete. During the operations there was a slight drop in business, but the premises remained continuously in operation. Once the contract was finished, however, the volume of business grew rapidly, and now exceeds all previous levels and is still growing at a most gratifying pace.

Laboratory bottles now standardised

It is important for the safety of laboratory personnel that a laboratory bottle is 'gulp-free' and unlikely to splash. BS 5928 *Bottles for laboratory use* is a new standard, identical with ISO 4796, recently published by the British Standards Institution dealing with the design of laboratory bottles of 50, 100, 250 and 500ml 1, 25 and 10 litres capacity.

The new standard specifies how this can be achieved by avoiding a shoulder on the bottle and making the upper portion conical in shape. The standard also requires the outside rim or lip at the top of the neck to be designed so that, at the end of the pouring operation, the

last drop is transferred to the receiving vessel and does not run down the outside of the bottle.

Further points made in the standard are that laboratory bottles should be supplied with stoppers made either from glass or plastic; glass stoppers should be made from glass with a similar coefficient of expansion to that of a bottle; plastic stoppers and closures should be moulded for use with bottle with either conical or screw necks.

Copies of BS 5928 may be obtained from BSI Sales Department, 101 Pentonville Road, London N1 9ND. Price £1.80. (BSI Subscribing members £1.08.)

IMPORTANT MESSAGE FOR OUR CUSTOMERS

Our move into new premises has brought together for the first time in years all aspects of our business – admin, warehousing, finance and despatch.

Unfortunately but almost inevitably in a move of such complexity, there have been one or two hiccups in the processing of orders. We recognise that this has happened and we apologise for any inconvenience it may have caused.

Now we have settled in we can promise all our customers a more efficient service than they have ever had before.

Thanks for bearing with us.

Mavala Laboratories Limited,
Morewood Close, London Road, Sevenoaks,
Kent TN13 2HV. Telephone (0732) 59412.

MAVALA

WORLD LEADERS IN NAIL CARE



The second big splash of 1980.



Fresh new packaging. Improved fragrances.

A new burst of TV advertising.

We're really splashing out on the biggest brand in the bath liquid market.

The bath liquid market has only ever had one brand leader. Radox Herbal Bath.

It's led since it was launched in 1970.

Despite big-spending competition, it still sells more than any other generally available brand. And we're making sure things stay that way.

The packaging is now totally different and distinctive. The cap shaped like a tap, is easier to twist off. And the pack graphics are more attention-grabbing.

New variant-Orchard Bouquet.

We've made all the fragrances fresher and cleaner; raised the herbal content, and introduced

a new fragrance into the range: Orchard Bouquet. It's already been successfully test-marketed, so there are now four ways you can make more money out of bathtime.

Heavyweight TV expenditure.

Beginning in July we're splashing out big on Radox Herbal Bath. Over £250,000 will be spent on our biggest-ever TV promotion. Which is just what you need to put new life into your profits.



Nicholas

Pharmaceuticals, Toiletries
Hospital Supplies
Radox is a trade mark

Nicholas-Number 1 at bathtime.

NURDIN[£]LTD PEACOCK

The Cash and Carry Wholesalers
Head Office: Bushey Road, Raynes Park, London SW20 0JJ

HEALTH~HOME~BEAUTY

BABY-TIME SPECIALS

'GOOD NEWS FOR LUTON'
OUR NEW BRANCH AT
CAMFORD WAY
SUNOON PARK ROAD, LUTON LU3 3AN
Tel: Luton (0582) 583366
OPENS
12th MAY 1980



PRODUCT	SIZE	COST	M.R.P.	R.S.P.	PROFIT ON RETURN
Johnson's Baby Powder	6 x 227g	£2.38	83p	58p	21.3%
Johnson's Baby Soap	12 x 74g	£1.59	24p	19½p	21.8%
Johnson's Baby Lotion	6 x 120ml	£2.28	79p	56p	21.9%
Johnson's Baby Shampoo	6 x 125ml	£2.18	76p	53p	21.1%
Paddi Pads	12 x 10s	£3.75		40p	21.8%
Babettes	12 x 20s	£7.07		75p	21.4%
Dettol	12 x 250ml	£3.65	55p	45p	22.2%
Farley's Rusks	12 x large	£3.82	45p	40p	20.4%
T. 56 Zorbit Popular Terry Nappies	Pack of 6	£3.96		£4.98 per 6	20.4%

OFFERS AVAILABLE FROM 12th MAY until 30th MAY, 1980

ALL OUR OFFERS ARE SUBJECT TO AVAILABILITY AND VAT WHERE APPLICABLE

ALDERSHOT
Tel: Aldershot (0252)
313058/9/0

BRIGHTON
Tel: Brighton (0273)
779731

COLCHESTER
Tel: Colchester (0206)
71281

EASTLEIGH
Tel: Southampton (0703)
610816/7/8/9

LOWESTOFT
Tel: Lowestoft (0502)
65168

NORWICH
Tel: Norwich (0603)
49029

PLYMOUTH
Tel: Plymouth (0752)
708111/2/3

READING
Tel: Reading (0734)
585739

STAINES
Tel: Staines (81)
52515

AVONMOUTH
Tel: Avonmouth (0272)
825551

CHATHAM
Tel: Medway (0634)
41621

COWES
Tel: Cowes (0983)
296511

HANWELL
Tel: 01-579 5297/8

LUTON
Tel: Luton (0582)
583366

NOTTINGHAM
Tel: Nottingham (0602)
869678/9

PORTSMOUTH
Tel: Portsmouth (0705)
63563

SIDCUP
Tel: 01-302 6237

WALTHAM ABBEY
Tel: Lea Valley (9)
715115

BARNHAM
Tel: Yapton (0243)
552628

CHRISTCHURCH
Tel: Christchurch (0202)
482071

DAGENHAM
Tel: 01-592 7839
593 3501

IPSWICH
Tel: Ipswich (0473)
59059

NORTHAMPTON
Tel: Northampton (0604)
53012

PETERBOROUGH
Tel: Peterborough (0733)
231941

RAYNES PARK
Tel: 01-946 9111

SOUTHEND
Tel: Southend (0702)
526341/2

WATFORD
Tel: Watford (82)
43903

We do not compete with our customers –
we neither own nor control any retail shops.
We neither wish nor intend to serve members of the general public.



A record number of exhibitors will be at Shopex from May 18-22 at Olympia. Over 200 companies, covering the fields of shopfitting, shop-equipment, display, point-of-sale, security, lighting, retail business machines, are showing their products and services. The following preview describes some of the exhibitions.

Shopfitting

City Design will be displaying their modular system launched this year, the Harmony all-timber system, available in 600, 800, 1000 and 1200 mm modules. The system consists of a basic cabinet unit featuring vertical side panels with integral fixing points for a range of adjustable shelving and display equipment. Harmony, they say, has been specifically developed for retail outlets with a small article display requirement. Its components are manufactured from standard or economy veneered particle board and a comprehensive range of fixtures to fit within the cabinets is available.

Also on show will be their Woodline all pinewood system, based on a 1300 mm modular grid. The system can be supplied in a natural lacquered finish. Alternatively, a range of colour stains is available. *Ashville Way, Cambridge Road, Whetstone, Leicestershire.*

Olney Brothers Ltd will be displaying a selection of their Interplan System 80 modular equipment, including, "several new features introduced for 1980". Olney say their System 80 is particularly suited to pharmacies: "Since the emphasis of design is on individuality all tastes can be accommodated, no matter how these tastes are directed. For example, an ethical pharmacy may be fitted in classical style, or in an advanced modern image with emphasis on colour and attractive decor". *Interplan House, Northbridge Road, Berkhamstead, Herts.*

Varioglas Ltd will show, for the first time, a range of wire grids, laminate and specialist panels and specially designed display fixtures using irregular shaped glass. The total Varioglas system and accessories will also be on show, which, "when combined with total expertise and excellent back-up service, become a complete shopfitting programme." *157 Park Road, Kingston, Surrey, KT2 6DQ.*

Abstracta Construction Ltd will be "emphasising their ability to design and implement complete shopfitting schemes," which marks diversification for the company which is known as a supplier of the Abstracta tube and connector system: "During that time we have gained a very keen appreciation of the shopfitting requirements of just about every kind of establishment" says Mr M Crossick, managing director. *Eldonwall Trading Estate, Staples Corner, Edgware Road, London NW2.*

Display

Fairfield Displays will exhibit the sphere and Integral Display Systems. The Sphere System is a glass cube system in 4mm toughened glass. A range of kits is available, "which are quick and easy to assemble," they say. The Integral System is a range of modular toughened glass cabinets and counters which come in a large range of finishes. Units range in size from 500cm to 1400cm wide and can be joined one unit to the next. An extensive range of accessories is available on both systems and the majority of bases and tops can be

OCTANORM DISPLAYS



VISIT US AT SHOPEX
ON STANDS 56 & 61

Pure Chemistry

Improve your premises now. Install a complete Octanorm floor to ceiling shopfitting and display system and watch your sales soar. Or if you prefer, just install new showcases and counters – Octanorm have three ranges to choose from, but will also make units to meet your specific requirements. Octanorm's clean, aesthetic lines make it ideal for Chemist Shop installation.

Quickly installed

All Octanorm units allow maximum design freedom, incorporate a top quality finish and are attractive looking. Remember, Octanorm is not just one or two products – it is much more – dispensers, shelf brackets, ceilings, lighting, doors and window displays – Pure Chemistry. For a complete shop design, planning and installation service contact the specialists at their new premises.



RT Display Systems Ltd
212 New Kings Road
London SW6 4NZ
Telephone: 01-731 4181
Telex: (917403 RT OCTA G)

NEW!

**“Whats new
for breakfast
Mum?”**

**Three winners
from
milupa**

**A new
generation
of baby foods**



milupa

NEW!

add three new winners to your shelves



Granulated Rusk with Mixed Fruit.

A new fruity-tasting companion product to the highly successful Granulated Rusk. The mixed fruits include pineapple, apple, banana, and orange—introducing Baby to new and delightful tastes for the future.



Oat Breakfast Cereal. Oat Breakfast Cereal with Apple.

Two new breakfasts for Baby, based on the tradition of oats! Now the Milupa range offers the choice of rusk, wheat, rice and oat-based products—and all designed and fortified to satisfy Baby with a variety of balanced nourishment.



- 11 vitamins plus Vitamin C
- Added calcium and iron
- Modified milk already added
- Oats and apple add fibre to diet
- Easy to digest
- Excellent taste
- Fast convenient preparation

Ask your Milupa representative about the bonus on the three new products, or contact Milupa Ltd., Milupa House, Cowley Peachey, Uxbridge, Middlesex. Tel. West Drayton 48286.

milupa[®]

bringing baby food business back to the chemist.

NEW FROM **Vestric**

THE SIEMENS MICRO-INHALER



Vestric now has in stock at all its branches the new Siemens TV 6000 Micro-Inhaler for use in mild or chronic bronchial conditions with most inhalants.

Electrically-operated, noiseless and simple to use, the Siemens Micro-Inhaler employs ultrasonic principles to produce a micro-fine mist for easy and effective inhalation by the patient.

Used all over the Continent, it has consistently given

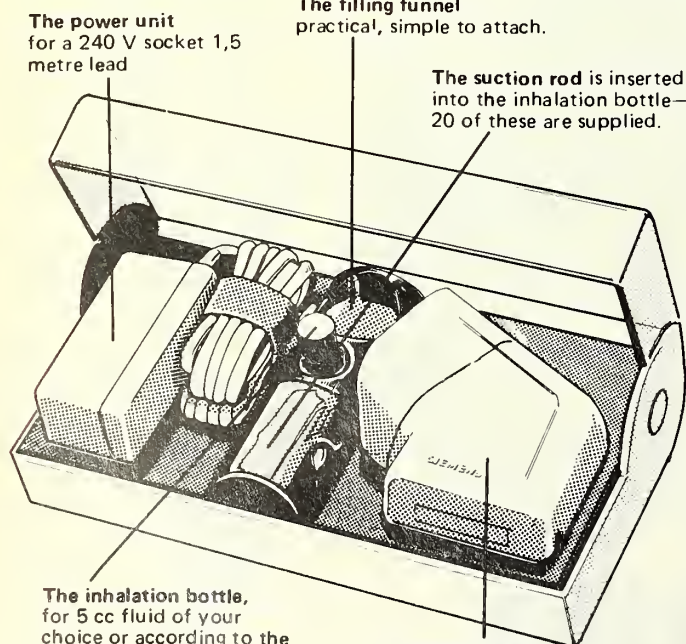
excellent results in the alleviation of bronchitis, asthma and chest conditions caused by allergies and airborne irritants.

The Siemens Micro-Inhaler is available through pharmacies at an RSP of £58.00.

For further information contact:— Mr B.M. Roche, Vestric Limited, Chapel Street, Runcorn, Cheshire WA7 5AP or your local branch of Vestric.

The filling funnel practical, simple to attach.

The suction rod is inserted into the inhalation bottle—20 of these are supplied.



The inhalation bottle, for 5 cc fluid of your choice or according to the doctor's prescription.

The Micro-Inhaler, completely noiseless, simple to handle.

VESTRIC — THE COMPLETE SERVICE TO PHARMACY



used on either system thus enabling a uniform design offering glass cubes and large lockable cabinets. *1 Farm View, Yateley, Camberley, Surrey.*

Addendum Ltd will be exhibiting for the first time their 'Superstar' range of chromed steel and anodised aluminium display units. The range will extend the available finishes from the British Standard colours, to bright chrome and silver, gold, bronze and other colours produced by the anodising process. The drop-in platforms will continue to be supplied with a covering of stock display felts, although Addendum will use customer's own material where supplied. *26 Waddham Road, London, SW15 2LR.*

Alibear Ltd are launching their pine display system, which "combines modern technology with the natural charm of wood", they say. The system is compatible with all their existing shopfitting accessories. *Station Road, Thatcham, Newbury, Berks.*

Fitch & Co have joined forces with Plumb Contracts, to launch the PF Klippa System. The basic system consists of a pyramid base, support tower and optional, inter-locking mesh panels. A variety of hanging rails, shelving units and lighting systems can clip into the unit as and when needed. Units can be fitted together to suit the retailers' requirements, requiring no bolts or screws for fixing: "While ensuring effective display of merchandise PF Klippa has its own unique visual impact and manages to combine a lightweight structure with great strength". *5 Hanway Place, London W1P 9DF.*

Cobra Displays are introducing a range of inexpensive, illuminated display counters and showcases with matching sales desks and seating, which use a combination of timber panels and aluminium extrusions. Cobra say, "This comprehensive portable shopfitting furniture system will allow a retailer to move premises or departments without expensive refitting costs". *57 Chippinghouse Road, Sheffield 8.*

Church & Co (Fittings) Ltd: The "widest-ever range of new additions" to the company's Snap-Tite brand of shopfitting equipment is being introduced at this year's exhibition. The '80s range of products and accessories which the company are showing, incorporate new designs and colours in cupboards, counters, facias and shelves as well as window, centre shop, wall and gondola systems—"with features designed to encourage maximum shelf utilisation and effective display", they say. *South Street, Reading, Berks.*

Cash registers

NCR Ltd will feature a range of fully operational point-of-sale equipment "including two low cost general purpose electronic cash registers, the NCR 2116 and NCR 2120 which are ideal for individual and multiple retail outlets." Visitors to the stand will be able to see a demonstration of slot scanning equipment, which will become operational in British supermarkets later this year. *206 Marylebone Road, London NW1 6LY.*

Hugin Cash Registers Ltd will be displaying a "comprehensive range . . . for the small, medium or large retailer"—Included is the Hugin 50 Range—"a selection of small, compact, robust and simple-to-operate electronic cash registers from the single total H50-11 to the sophisticated H50-28 which gives flexibility

of use, analysis over up to 8 departments and up to 700 price lock-ups". 18 Clerkenwell Road, London EC1M 5NN.

Anker Data Systems Ltd will be launching a full range of equipment from the low end ECR to the full EPOS system. The basic ADS 37 with 4 totals provides the small shop with the benefits of modern merchandising systems such as breakdown of sales into commodity groups, turnover analysis, security in recording business transactions and fast operation. 9 Worples Road, Wimbledon, London SW19.

Security

Lonsto (Security Systems) Ltd will unveil a variable loop alarm, "utilising the latest silicon chip circuitry". This alarm enables the user to vary the alarm pitch and tone, to create an individual unit. In a store or shop with several counters, each of the variable loop alarms can be given its own coded signal, so that security staff know the exact counter at which the loop is broken. Made of sheet steel and finished in stove enamel green, the alarm is activated by a key-switch mounted on the front of the unit. It operates on a standard PP9 battery. 1 Princes Lane, London, N10.

RCA Security Systems Ltd are demonstrating detection systems, fire alarms, close circuit televisions and monitoring services. They will also be available to discuss special projects offering advice on integrated security systems embracing several of the above options. Sunbury-on-Thames, Middlesex.

Group 4 Total Security Ltd will be featuring their security service. They say: "Its important aspects include store control to deter and reduce theft from the sales area; delivery and stock control to check staff dishonesty and minimise a major source of loss through the 'back-door'; cash carrying to provide highly secure transit of money and valuables and the installation and monitoring of a wide range of intruder alarm systems". Francombe House, Broadway, Worcestershire.

Planned Equipment Ltd will display their anti-theft loud-speaker unit: "If you are installing background music and/or public address in a store and would like to add a deterrent to the petty thief the 'Scansphere' system is absolutely ideal." Finished in matt black, fitted with three lenses and a continuously flashing light, "There is no doubt in the mind of the average shopper that this is an in-store surveillance unit—the fact is that 'Scansphere' is a loud-speaker!". Belvue House, Belvue Road, Northolt, Middlesex.

Miscellaneous

Gemini Display Ltd will be introducing two new collections of mannequins: 'Focus 80', a new range of abstract men with a slightly textured finish, and a new collection of girls. 23 Kensington Park Road, London W11 2EU.

Lonsto (International) Ltd are launching a new version of their ticket dispenser, which has no moving parts or internal mechanism and is therefore service and maintenance free. Finished in bright red, it costs £31.50—25 per cent less than the price of the previous model. Lonsto House, 1 Princes Lane, London, N10.

Murographics Ltd will be showing for the first time their Leteron IV lettering and signmaking machine, which will produce lettering in sizes from 2in to 4in suitable for indoor and outdoor use. The Letertype die is placed in the machine and with a turn of the handle the letter is cut on to a plastic or paper tape. Each letter has its own spacing, but words can be contracted or extended to suit the job in hand. Murographics Ltd, Oldmixon Industrial Estate, Weston-Super-Mare, BS24 9AX, Avon.

The Gresham Sign Co Ltd: Signs which need no repairs, use no electricity, are dustproof and require no maintenance. Consisting of a mosaic of coloured discs, they "shimmer and vibrate in even the lightest of winds" and are suitable for outdoor and indoor use. Buckland Hill, Maidstone, Kent.

10 May 1980

Leader of the packs



Vernon-Carus Ltd. pioneered commercially produced Sterile Dressing Packs in the United Kingdom almost twenty years ago and have led the field ever since.

Packs are obtainable from all wholesale chemists and conform to the National Health Service Drug Tariff Specification.

Vernaïd
REGD.
THE BRAND LEADER



VERNON-CARUS LTD.
Penwortham Mills,
Preston, Lancs, Tel: 744493/8

LETTERS

Payment timing

I feel sure that many fellow pharmacists receive each month, as I do, several letters from the accounts departments of their suppliers, varying in tone from a plaintive plea to a stern demand for prompt settlement of their account. Usually these arrive on the doormat between the 10th and 21st of the month, and in most cases, my payment is already in the hands of the NPA Clearing House. The time-scale on which this latter operation depends, seems to be a closed book to a number of my suppliers.

I believe that various accounts departments could save themselves considerable work and expense if they took note of the following points which I think represent the "M.O." of most small pharmacies:

1. I pay almost all accounts through the NPA Clearing House.
2. I pay on the basis of monthly statements (except where there is a settlement discount of at least 5 per cent declared on the invoice).
3. I have to complete and post my NPA return by the 8th or 9th of the month, and if any statements arrive thereafter, they are held over to the following month. With the benefit of computerisation, I feel all statements should be in the post by the 3rd or 4th.
4. If goods arrive after the 1st of the month, I regard the invoice date as the first of that month and make payment the following month. This year, I remember I received a statement dated January 31, on February 5, the invoice on the February 8 and the goods were delivered on February 12. Needless to say, I do not participate in such jolly games.

So please Mr Accountant, let's avoid the aggro. Get your statements out early, check that the goods are despatched before the statement and finally, don't expect to receive the NPA cheque by the 15th.

In Loco Delicioso

Purpose of LPCs

Mr Bain's witty yet despondent letter following the comments about the apathy among some Buckinghamshire general practice pharmacists underlines the illusions held by many about the purpose of Local Pharmaceutical Committees. However, whatever one's views, it does not excuse the lack of courtesy in not bothering to tear off a perforated slip and to enclose it in a ready-stamped envelope—one wonders what has happened to the unused stamps?

LPCs were not set up for the purpose of political activity—whatever some have become—and their role, recognised by the Government, is to ensure that all local matters affecting the NHS contract are brought to their notice and dealt with in a close relationship with the local

FPC and the PSNC on behalf of their fellow pharmacists.

If all retail practice pharmacists followed Mr Bain's attitude there would be no local committees at all, and that would mean no representation or contact with the FPC on terms of service, on the hours of service, rota schemes, etc, and on complaints by patients or analysts' reports under the drug testing scheme, among many other matters relating to the NHS service.

It would be a terrible situation, for instance, if pharmacists were called to appear before a FPC service committee which had no pharmaceutical representation—and those who have unfortunately had to do so are usually grateful also for the personal and friendly company of the LPC secretary.

Although not part of their duties, the Buckinghamshire LPC for the past three or four years has presented at Aston Clinton speakers concerned principally with the NHS contract—for example, from the PPA, the Society, the PSNC, and dealing with the Clothier report, wholesaling of "ethicals," etc—under conditions that could not be bettered anywhere and planned deliberately to enable local pharmacists to meet each other in a pleasant social atmosphere and not solely under lecture-room conditions.

It was those who could not make just one effort to meet their fellow pharmacists or even to reply to the invitation, which led to Mr Perfect's comments and has nothing to do with counter-prescribing, inadequate staff, animal medicines or the lack of success by the PSNC in their dealings with the Department of Health.

One should be grateful that there are still a few pharmacists willing to give up their spare time to serve on these committees for the general benefit of all and they should be supported.

R. W. Allen
Secretary, Bucks LPC
Aston Clinton

Knock-out script

Your correspondent's prescription for a 'Mr Tagamet' reminds me of one I had some months ago. A penicillin mixture was prescribed for a Master Henry Cooper. As the patient's name was in no way similar to this I asked the doctor to alter the prescription. "Ah yes", he said, "that's for the family with the boxer dog!"

R. J. P. Good
Alresford, Hants.

Flu vaccine bonus

Your article regarding doctors' flu vaccine bonus (*C&D*, April 19, p 665) has struck home in my little neck of the woods if nowhere else.

The edition in question was on my dispensary bench when one of our local GPs with whom I am on "first name, going out for a drink together" terms came in. He saw the title of the article printed on the cover and read it. He expressed surprise at the situation and

agreed when I said the flu vaccine scripts were our bread and butter but cream on the cake to them. He also said that out of 800 vaccines their practice had bought last autumn, they had 300 still in their fridge and did not think they would repeat the operation.

Again, thank you for the article.

Doctor's friend

Commercialism!

Following your comment (*C&D*, April 19) I thought you might be interested to see this copy of an FP10 taken last year when our local group practice decided to supply their own flu vaccines. As the BMA says, doctors are above commercialism! This prescription was intended for internal use in the health centre.

Day treatment	NP
Yervix Flu Vaccine	
Basic NHS Price 1. 60.	
Val 87%	13.0
On Cost	168
Contract Allowance	029
Additional Fee	005
Dispensing Fee	24
Obtainable on } £ 9.168	
each shot	

As I enjoy an otherwise good working relationship with the local practice, I would be grateful if you would withhold my identity and instead call me.

Mercenary pharmacist

POST SCRIPTS

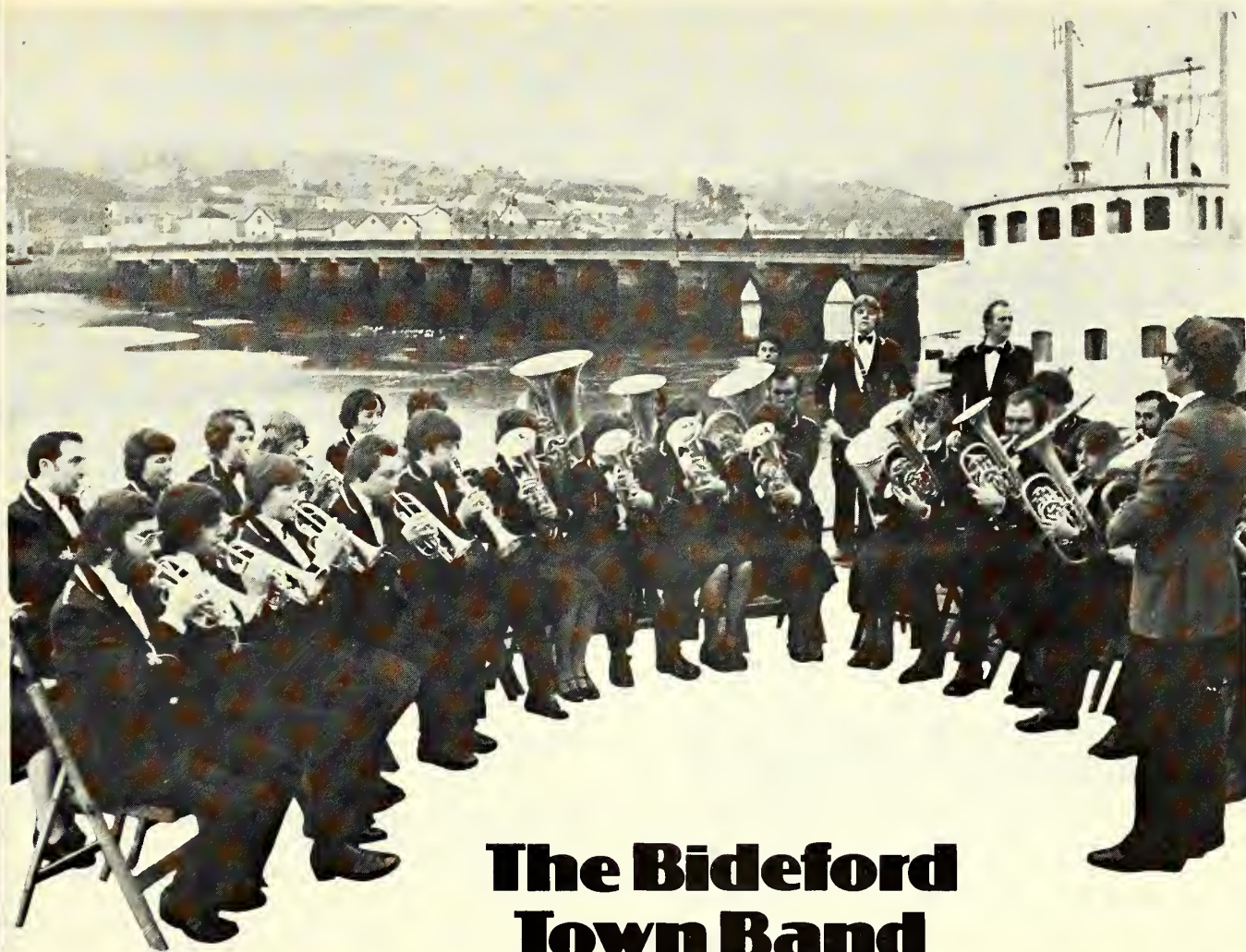
Cure for many ills

It could happen, I suppose, only in London or Paris. A friend with sinus trouble, happening to be in the West End, recalled that 30 years ago he obtained a prescription which was supplied by a chemist in Beaumont Street.

He discovered it still existed—not a bad record with today's financial squeeze on real chemists. The same tablets did not, but an equivalent was offered.

After apologising for waiting 30 years to return to them from his far-from-London home, an assistant showed him two letters from another satisfied, but faraway customer.

One asked if they still had the "nose-ointment" they supplied him 61 years earlier. One of the pharmacists burrowed among old dispensing books in the basement and found the original prescription. The second letter thanked them and enclosed a cheque. *Peterborough column, Daily Telegraph, April 21.*



The Bideford Town Band are blowing our trumpet as well as their own



Sore or cracked lips are as disastrous to a bandsman as a pulled muscle is to a footballer. Neither can play again until they've healed.

That's why the Bideford Town Band insist on Blisteze to protect their lips from the ravages of the weather. They've found that nothing provides more effective relief for sore lips and cold sores than gentle, medicated Blisteze cream.

So if you have a customer making a song and dance about sore lips, remember the Bideford Town Band.

And recommend Blisteze.



**Blisteze.
For sore lips
and cold sores**

Dendron Ltd., 94 Rickmansworth Rd., Watford, Herts, WD1 7JJ. Tel (0923) 29251.

Computers for pharmacy

Manorfield Systems Ltd, who claim to have been the first company to demonstrate computer systems for pharmacy in the UK (at the NPA Show in June 1979), have joined forces with "Britain's leading data processing company in the health field," Health Computing Ltd, Winchester. Manorfield's System was described in *C&D* June 16, 1979.

Manorfield's managing director, Mr Idris Hughes, MPs, says: "Discussions with HCL started after the British Pharmaceutical Conference at Exeter and we have been working with HCL since then. A development and marketing agreement was signed in February. I am very pleased with the outcome which means that pharmacies in the UK will have the services of an expert and capable company at their disposal. The long-term effect of this development is most significant—any pharmacist will be able to consult with HCL's senior staff. The full potential of computer technology which HCL already provide for the medical and dental professions, will be available to all of us at realistic prices."

HCL employ 30 computer experts, most having extensive experience in health-care. They are offering systems to doctors and dentists as well as pharmacists and claim they are "highly secure" with the practice in complete control.

The HCL-Manorfield team have already endorsed Numark's plea for a national products interface code. HCL's technical director for microcomputer systems, Mr Norman Downie, says: "If pharmacy in the UK is to progress with technology this code is essential"

Briefly

Anchor Chemical Co Ltd achieved record profits for 1979. Group turnover for 1979 was up 24 per cent over 1978 to £14.1 million while operating profit has risen by 78 per cent to £805,000.

WBC Packaging Ltd have transferred their high density film conversion subsidiary—Papal Converters Ltd—to the main Empress Products Group manufacturing base in Manchester. The sales and marketing site of this operation will continue to be handled by WBC's existing sales departments at their Tonbridge, Hull and Chester offices.

Alza Corporation's income for the first quarter was \$2.4 million, compared to \$2.7m for the first quarter in 1979. Net loss for the quarter was \$1.8m compared to a net loss of \$1.7m in 1979.

Rockware Group Ltd's full year results for 1979 were, "substantially lower than in previous years", pre-tax profits falling to £5.2m (£7m) The glass and engineering divisions were the worse hit, being particularly affected by the road haul-

age and engineering disputes. Glass also had internal disputes and significant redundancy costs on plant closures.

Cyanamid Inc: Sales and earnings for the first quarter were "up significantly" in the medical field and "down significantly" for consumer products. The decline in consumer products is largely blamed on the steady fall in demand for Breck hair care products in the US. Sales of Old Spice are reported to be strong and there is a "continued growth in the acceptance of prestige fragrances"—Nina Ric, Pierre Cardin and Cie.

Du Pont have experienced a slight fall in earnings for the first quarter of 1980. Net income slipped from \$248 million to \$244m, while sales rose from \$3bn to \$3.6bn Increased energy and raw material costs have been blamed.

Union Carbide lifted first quarter earnings by 71 per cent—to \$219.9 million from \$128.9m. Sales increased 19 per cent to \$2.57bn.

The Upjohn Co have reported 1980 first quarter sales and net earnings at an all-time high for any quarter in the company's history.

Sales to March 31 were \$432m an increase of 18 per cent over 1979 first-quarter sales. Net earnings increased by 16 per cent to \$50m.

Sterling Winthrop Group Ltd's planning application to build a pharmaceutical research centre to the South of Alnwick, Northumberland, is being considered by the County planners. The project site is approx 33 acres and there would be a mixture of single and two storey buildings providing 8,166 square metres of

floorspace and provision for further expansion.

British Tissues Ltd has acquired a long lease on an 80,000 sq ft warehouse complex on the Wentworth Industrial Estate in South Yorkshire. It will be used for storage and as a distribution point for paper products manufactured at the Company's mills at Bridgend, Oughtibridge and Wrexham. The project is scheduled for completion by April 1980.

Elida Gibbs Ltd, toiletries and cosmetics manufacturers are seeking planning approval to build an electrical sub-station to their manufacturing complex at Coal Road, Leeds.

Boots Co Ltd are opening a new store in Hertford town centre, Bircherly Green site. Their store at Oldham Town Square shopping centre is having phase one of shopfitting at a cost of £650,000.

Greton Displays Ltd, have recently vacated their old premises at South Woodford, and have now moved to share the modern offices and warehousing of their parent company, Hallons of Harlow. The custom design division are still temporarily resident at South Woodford, while a new studio and darkroom are under construction at Harlow. They will also be moving to the Harlow premises on completion of this work. The new address at Harlow is: Perry Road, Harlow, Essex CM18 7PW. Telephone 0279 39391.

Allergan Ltd, are now at Fennels Lodge, St Peters Close, Loudwater, High Wycombe, Bucks, HP11 1JT. Their telephone and telex numbers remain the same.

Directory changes

The following changes have been notified since the 1980 edition of *Chemist & Druggist Directory* closed for press:

Abdine Ltd. New address: 2 Woodhead Road, Darnley Industrial Estate, Glasgow G53 7NU. 041-881 5701.

Allergan Ltd. New address: Fennels Lodge, St Peters Lodge, Loudwater, High Wycombe, Bucks. The telephone number is unchanged.

Arden, Elizabeth Ltd. New address: 13 Hanover Square, London W1R 0PA. 01-629 8211.

Baker, William (Leicester) Ltd. New telephone number: 0533 542524.

De Witt, E. C. & Co Ltd. New telephone number: 01-539 3334.

Gorney, J. & T. New address: Byron Street Mills, Millwright Street, Leeds LS2 7QG. 0532 452554.

Hair-Do Co (L'Pool) Ltd. New name and address: Liverpool Chemical Co Ltd, 3 Taylor Street, Liverpool L5 5AD. 051-207 4783.

Ilon Laboratories (Hamilton) Ltd. New telephone number: 0698 285129.

Lanvin-Parfums Ltd. New address: 49 St James's Street, London SW1A 1JT. 01-629 6192.

McFarlane Laboratories (UK) Ltd. New telephone number: 0734 585917.

Maltown Ltd. New telephone number: 0423 62593.

Page, Robert of York Ltd. New address: The Warehouse, 40a The Village, Strensal, York YO3 8XR.

Pfizer Ltd. New telephone number: 0304 613511.

Playtex International. New address: 36 Chertsey Road, Woking, Surrey. 048 62 21121.

Production Chemicals Ltd. New address: St Christopher House, 217 Wellington Road, South Stockport, Cheshire SK2 6NH. 061-480 0477.

Sammeroff, Frank Ltd. New address: 2 Woodhead Road, Darnley Industrial Estate, Glasgow G53 7NU. 041-881 5701.

Sunbeam Electric Ltd. Address for orders is now: Nerston, East Kilbride, Glasgow G74 4PR. 035 52 20255.

Tatford, Graham & Co Ltd. New address: Grove Road, Cosham, Portsmouth PO6 1PU. Portsmouth (0705) 374911 (administration), 0705 383121 (orders).

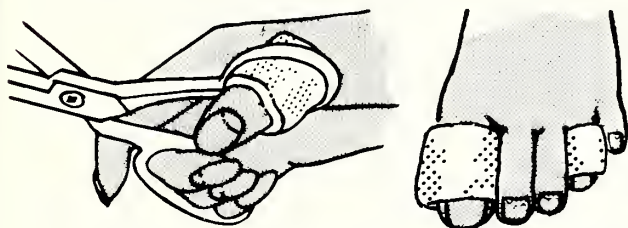
Thompson Medical Co Ltd. New address: PO Box 365, London SW1P 1AA. 01-235 9811.

Unicliffe Ltd. New address: 5 Trident Way International Trading Estate, Brent Road, Southall, Middlesex UB2 5LF. 01-574 7375. Telex 935693.



They're probably on the way to buy some Tubifoam!

Since being launched in October, 1979, the Tubifoam Family Pack has found great success as an effective yet inexpensive means of protection for fingers and toes. As the home health care market continues to expand, so does the demand for this popular product.



To further boost the sales of Tubifoam, supporting advertisements in popular women's magazines will appear throughout May and June of this year.

Demand for Tubifoam is sure to increase once again. Are you sure you can meet that demand?

To become a Tubifoam stockist, contact either your Jackel International U.K. salesman or your usual wholesaler.



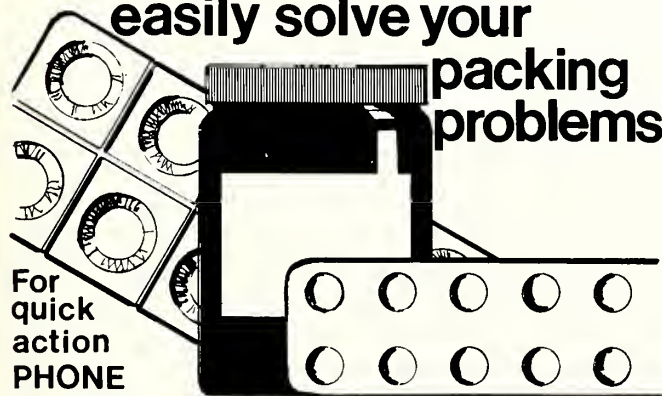
Seton®
tubifoam

for blisters, bruises, callouses and corns.

Seton Products Limited, Tubiton House, Medlock Street, Oldham OL1 3HS. Tel: 061-652 2222.

WOODWARDS hold a Medicines Manufacturing Licence to contract pack solid unit doses in bottles or strip packs

WOODWARDS might easily solve your packing problems



For quick action
PHONE

Charlbury 810-369 and speak to -
Mr. C E Woodward or Mr. D A Hooker

G.O. WOODWARD & Co Ltd
CHARLBURY · OXFORD

**CUT THIS OUT AND
WE'LL CUT YOU
IN ON A HEALTHY
33 1/3% PROFIT.**

Either convert your present shop, or open a new shop for health foods and dietary supplements, and you'll be in a business growing 20% a year, giving you up to 33 1/3% gross profit.

To find out how we can help, send for our special booklet with all the facts.

Or come and talk to us at the Helfex Exhibition, 18-21 May at Brighton.

To: Brewhurst Health Food Trade Developments, Beaver House, York Close, Byfleet, Surrey KT14 4HN. Telephone: Byfleet 40101.

Please send me your special booklet about opening a health food shop. I enclose cheque/PO for £1 (incl. p&p).

CD 3/5

Name _____

Address _____

Tel No: _____



PHILIPS



A £450,000 plug for a battery shaver.

Once again, the holiday season is with us.
Once again, this popular commercial for the Philishave battery shaver is going on TV.

It'll be shown nationwide for four weeks from May 26th.

So once again our battery shaver's going to be in big demand.

Now's the time to make sure you can meet it.

PHILISHAVE. THE LEADING BATTERY SHAVER.



Simply years ahead.



